



CALIFORNIA CONSUMER AFFAIRS ASSOCIATION

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March 15, 2013

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Ms. Veda E. Ward, President
Los Angeles County Commission for Women
500 W. Temple St., Room B-50
Los Angeles, CA 90012

RE: SPONSORSHIP: HEALTH CARE CONSUMER PROTECTION SUMMIT

Dear Ms. Ward:

On behalf of the California Consumer Affairs Association I would like to request the Los Angeles County Commission for Women to provide a \$1,500 sponsorship for a Health Care Consumer Protection Summit we are organizing on **April 23, 2013** at The California Endowment in Los Angeles, California.

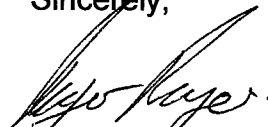
The Summit is being presented by a number of agencies and organizations that assist consumers with health care fraud and related issues. Lead organizing agencies include the U.S. Food and Drug Administration, U.S. Department of Justice, and the County of Los Angeles departments of Consumer Affairs and Public Health (DPH). The idea of organizing the Summit originated from a partnership launched nearly two years ago by Consumer Affairs, DPH-Office of Women's Health, and the Commission for Women to educate women to be "HealthSmart" by identifying, preventing and resolving health care issues affecting their families.

We anticipate that approximately 200 consumer protection leaders will attend the Summit, representing agencies and organizations that assist consumers with health care fraud and related issues. The Summit will provide participants with an opportunity to work together on initiatives to detect, prevent, and combat current and emerging health care fraud and related issues, including:

- Identifying top frauds and issues, unmet needs, and available resources.
- Enhancing fraud reporting, investigation, and prosecution.
- Proposing legislative and regulatory solutions.
- Identifying and duplicating existing effective initiatives.
- Conducting "Train-the-Trainer" initiatives to enhance outreach and education.

Thank you for considering our request. We believe that the Summit will promote the Commission's goal to empower women, who make most health care decisions for their families. Please contact me at 213-247-1365 if you need more information.

Sincerely,



Rigo Reyes
President, CCAA

HEALTH CARE CONSUMER PROTECTION SUMMIT

Identifying, Prioritizing, and Combating Health Care Fraud and Issues

What is the Health Care Consumer Protection Summit?

The Health Care Consumer Protection Summit will provide an opportunity for consumer protection leaders to work together to identify, create, and implement collaborative initiatives to detect, prevent, and combat current and emerging health care fraud issues, including:

- Determining and prioritizing unmet needs
- Reviewing consumer protection issues, available resources, and appropriate responses
- Enhancing fraud reporting, investigation, and prosecution
- Proposing legislative and regulatory solutions
- Identifying and duplicating effective initiatives
- Implementing “Train-the-Trainer” initiatives to enhance outreach and education

Who Should Attend the Summit?

Leaders of public and non-profit consumer protection agencies and organizations that assist consumers with health care-related issues.

Please RSVP by Friday, April 12, 2013

www.CalCAA.org

Information: Rigo Reyes,
rreyes@dca.lacounty.gov

HEALTH CARE CONSUMER PROTECTION SUMMIT

*Identifying, Prioritizing, and Combating
Health Care Fraud and Issues*

Tuesday, April 23, 2013

8 a.m.—12:30 p.m.

California Endowment Foundation

1000 N. Alameda Street
Los Angeles, CA 90043



U.S. Food & Drug
Administration



Department
of Consumer Affairs



Department
of Public Health



U.S. Department of Justice
Central District of California



California Consumer
Affairs Association

